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ANNUAL REPORT TO STOCKHOLDERS



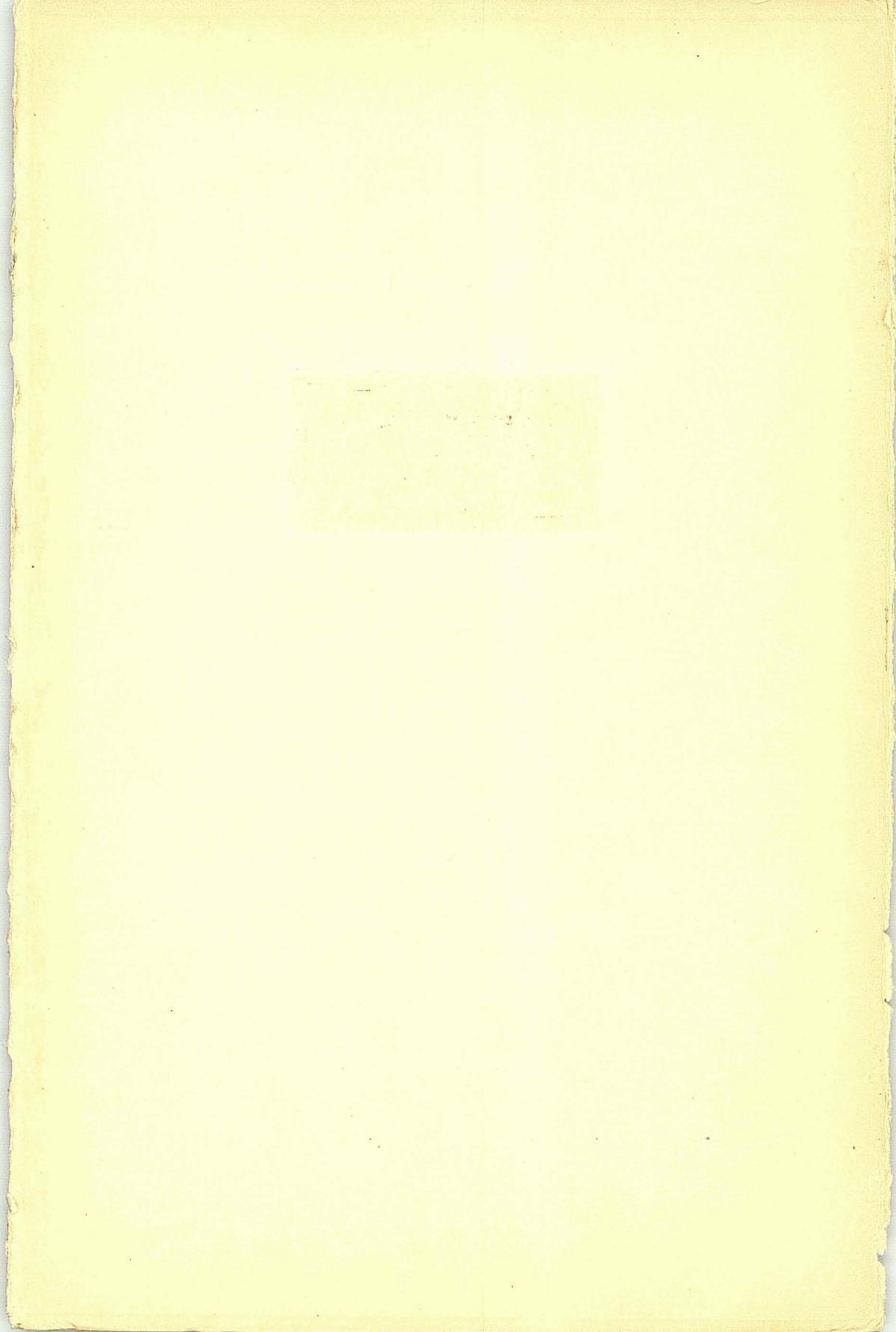
1933

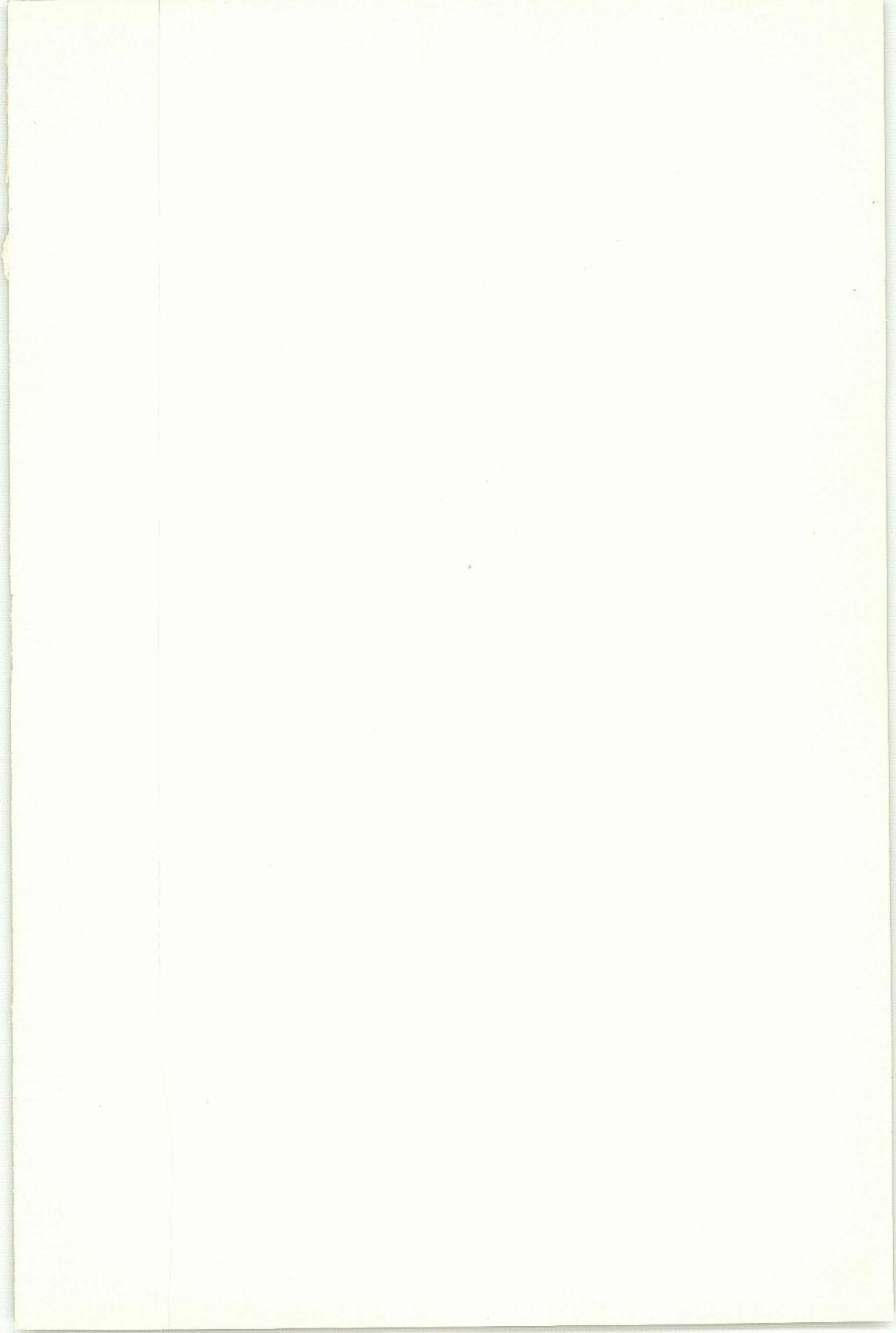
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Corfile THE COCA-COLA COMPANY

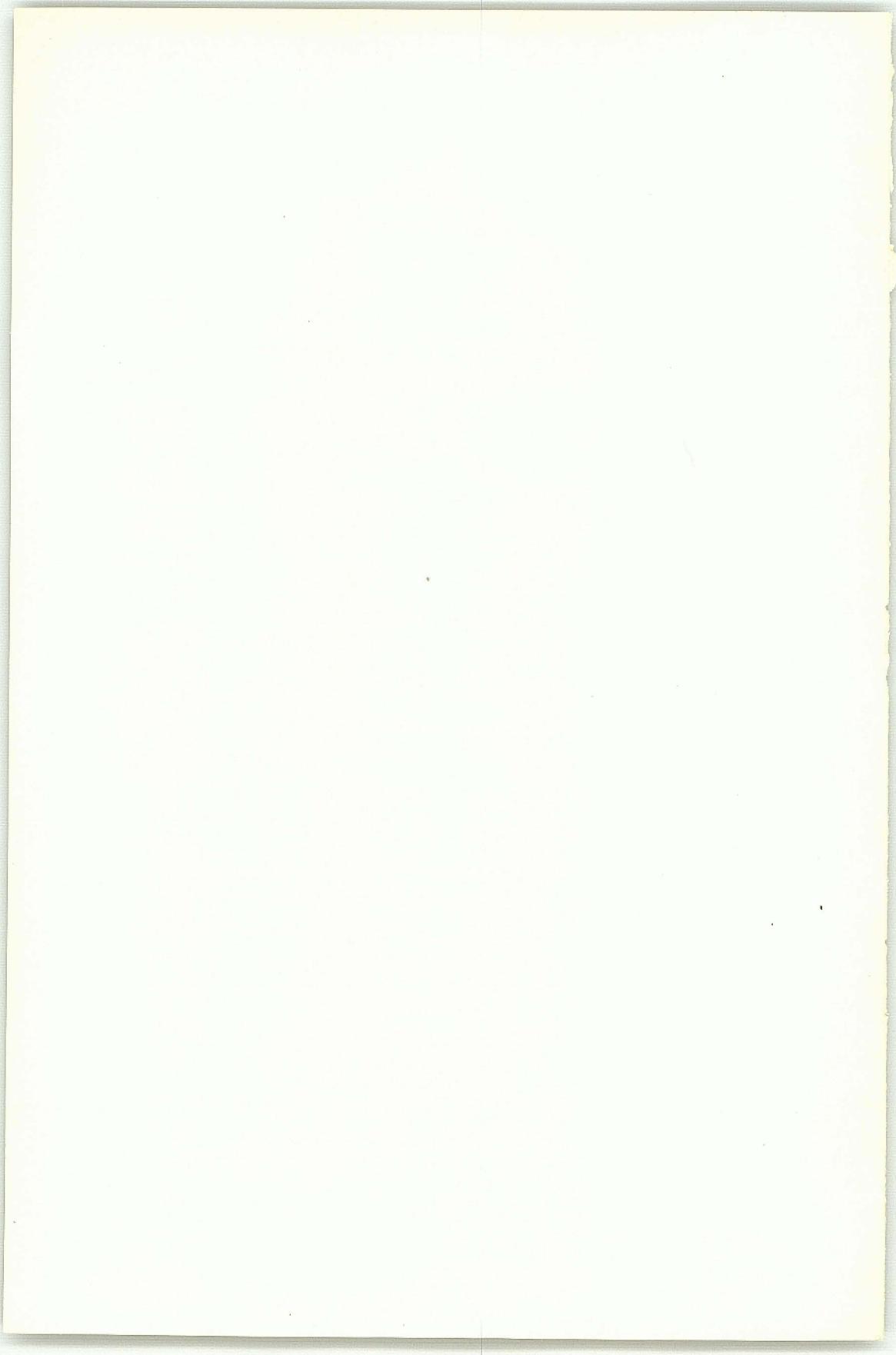
BOARDS

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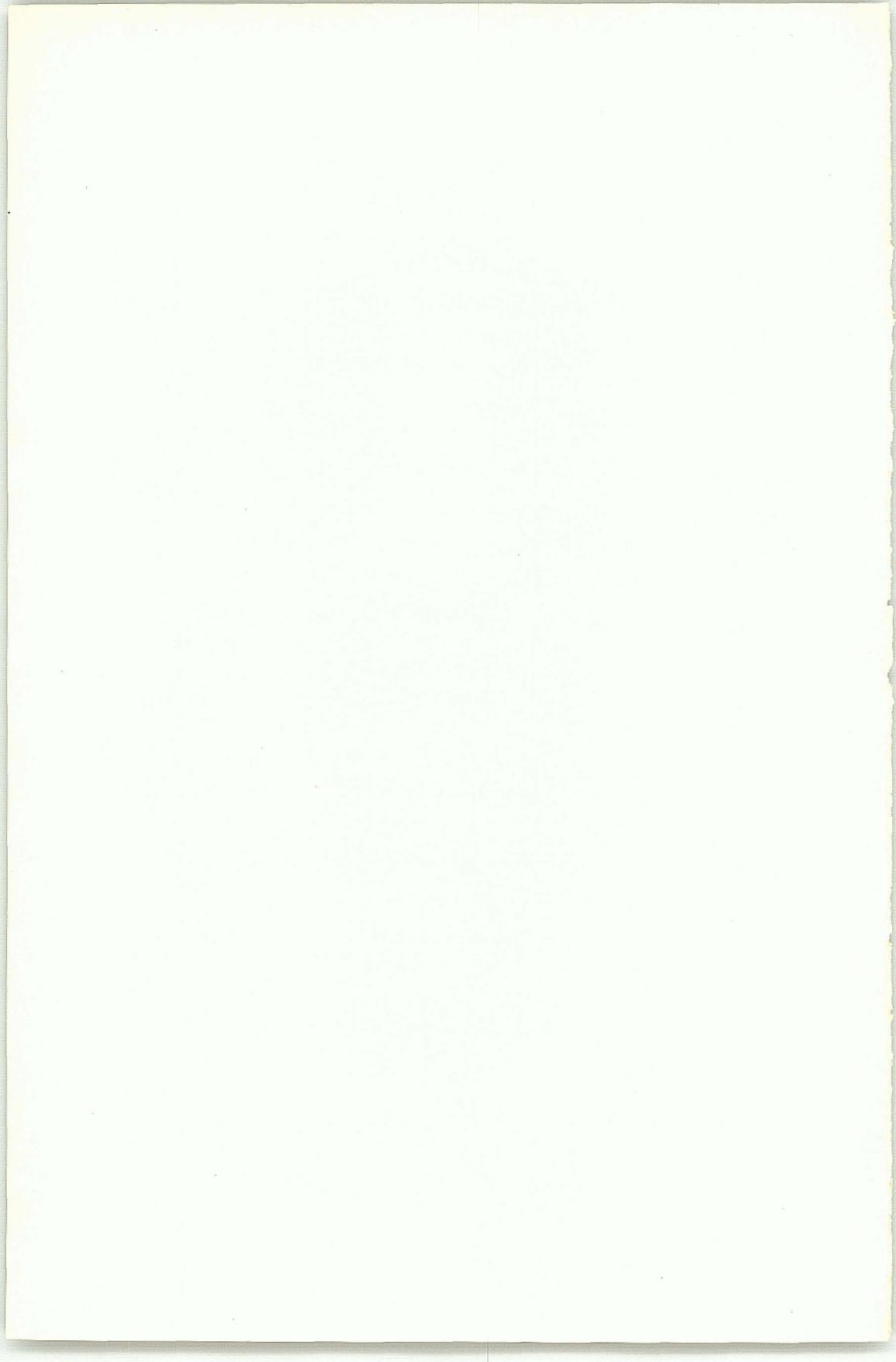




The
COCA-COLA COMPANY
AND SUBSIDIARIES

ANNUAL REPORT
TO THE
STOCKHOLDERS
FOR THE YEAR
1933

February 28th, 1934



THE COCA-COLA COMPANY
WILMINGTON, DELAWARE

To THE STOCKHOLDERS OF
THE Coca-Cola COMPANY:

The Company's net earnings, applicable to common stock, after taxes, preferred dividends and all charges, were \$8,819,753.36 for the year 1933, compared with \$8,676,482.61 for 1932.

Of special interest is the sustained upward sales trend which began in the middle of the year.

The acquisition early in the year of the entire capital stock of the parent bottling company, operating in nine southern states, known as The Coca-Cola Bottling Company, has proved a constructive step.

In keeping with the established policy of conducting certain phases of its business through wholly owned subsidiaries, the remaining major operating departments of the company were separately incorporated at the close of 1933, giving them the same relationship to this company as exists between it and other wholly owned subsidiaries. This results in essentially all of the operating functions of The Coca-Cola Company being carried on through subsidiary companies, which simplifies and improves operations.

The vigorous advertising and sales effort heretofore maintained will be continued.

A statement of 1933 operations and balance sheet of the company and its subsidiaries are attached.

Respectfully submitted,

R. W. WOODRUFF,
President.

February 28th, 1934.

5 JUN 1935 R. W. W.

CONSOLIDATED CONDENSED BALANCE SHEET

The Coca-Cola Company and Its Subsidiaries

December 31, 1933

ASSETS

CURRENT:

Cash on deposit and placed on call	\$ 3,653,021.05
Governmental securities—Including United States, Canada and Municipal—	
(At cost)	566,217.95
Notes receivable	36,339.78
Accounts receivable	1,296,246.57
Inventory — Merchandise including sugar stored in bonded warehouses—	
(Priced at lower of cost or market)	8,982,632.94
	<u>\$14,534,458.29</u>

INVESTMENT IN COMPANY'S OWN STOCK:

327,820 Shares—Class "A"—At cost.....	\$16,255,342.72
4,100 shares—Common—At cost.....	374,711.72
	<u>16,630,054.44</u>

OTHER ASSETS:

Sundry notes and accounts receivable	\$ 931,714.71
Miscellaneous investments and deferred charges	547,732.00
	<u>1,479,446.71</u>

PERMANENT:

Land	\$ 1,291,899.99
Buildings	\$5,171,738.77
Machinery and Equipment	3,802,656.62
Bottles and cases.....	677,770.98
	<u>\$9,652,166.37</u>
Less: Allowance for depreciation	4,233,338.04
	5,418,828.33
	<u>6,710,728.32</u>

FORMULAE, TRADE-MARK AND GOOD WILL:

(Increased due to acquisition of additional subsidiaries)	29,539,375.67
	<u><u>\$68,894,063.43</u></u>

CONSOLIDATED CONDENSED BALANCE SHEET

The Coca-Cola Company and Its Subsidiaries

December 31, 1983

LIABILITIES

CURRENT:

Accounts payable	\$ 1,194,402.79
Accrued accounts	205,455.24

RESERVES:

For current income taxes.....	\$ 2,215,442.42
For contingencies and miscellaneous operations.....	7,160,427.80

NOMINAL

CAPITAL STOCK:

Class "A"—1,000,000 shares—	
No par value.....	\$ 5,000,000.00
Common—1,000,000 shares—	
No par value.....	25,000,000.00

PROFIT AND LOSS—SURPLUS:	28,118,335.18	58,118,335.18
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\$68,894,063.43

CONSOLIDATED STATEMENT OF OPERATIONS

The Coca-Cola Company, and Its Subsidiaries

Year Ended December 31, 1933

GROSS OPERATING PROFIT:		\$21,778,564.54
Expenses—Selling, branch, administrative and general		8,651,198.31
NET OPERATING PROFIT		<u>\$13,127,366.23</u>

Other deductions:

Sundry other deductions	\$ 541,143.65	
Less: Other income	232,921.40	308,222.25
NET PROFIT BEFORE INCOME TAXES		\$12,819,143.98
Reserve for income taxes		1,980,150.62
NET PROFIT		<u>\$10,838,993.36</u>

PROFIT AND LOSS—SURPLUS ACCOUNT

BALANCE—December 31, 1932	\$25,548,581.82	
Net profit from operations for year ended		
December 31, 1933	10,838,993.36	

\$36,387,575.18

Deductions:

Dividends paid in cash:	
CLASS "A":	
June 29, 1933...\$1,500,000.00	
Less: Dividend on stock owned by Company... 490,380.00	\$1,009,620.00

Dec. 30, 1933...\$1,500,000.00	
Less: Dividend on stock owned by Company.... 490,380.00	1,009,620.00
	\$2,019,240.00

COMMON:

March 30, 1933.....\$1,750,000.00	
June 29, 1933..... 1,500,000.00	
September 29, 1933..... 1,500,000.00	
December 30, 1933..... 1,500,000.00	6,250,000.00
	<u>8,269,240.00</u>
BALANCE—DECEMBER 31, 1933.....	<u>\$28,118,335.18</u>

ERNST & ERNST
ACCOUNTANTS AND AUDITORS
SYSTEM SERVICE

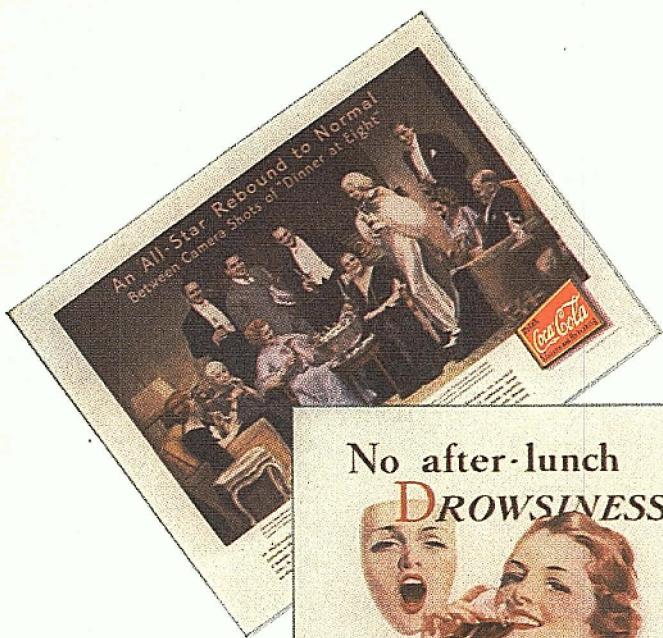
February 14, 1934.

We Hereby Certify:

That we have audited the books of account and record of THE COCA-COLA COMPANY, and its domestic subsidiaries, as at December 31, 1933, and based on our examination and information obtained by us; the audit of The Coca-Cola Company of Canada, Limited, as reported by Messrs. Clarkson, Gordon, Dilworth, Guilfoyle & Nash, Canadian Chartered Accountants; and statements submitted to us by the Company of certain foreign subsidiaries which in the aggregate are relatively small; it is our opinion that the annexed consolidated condensed balance sheet sets forth the financial condition of the combined Companies at the date named, and the relative Statements of Operations and Profit and Loss—Surplus reflect the result of operations for the year.

ERNST & ERNST,
Public Accountants and Auditors.

Magazine Advertisin



A vintage Coca-Cola advertisement. At the top, the word "REFRESHED" is written in large, stylized letters, followed by "for the" and "CAMERA" in a smaller font. Below this, a woman with dark hair, wearing a light-colored dress, is smiling and holding a camera up to her eye. She is also holding a glass of Coca-Cola. In the background, there are several glasses of Coke on a table. The bottom left corner features the slogan "THIRSTY? DRINK COCA-COLA". The bottom right corner contains the classic red Coca-Cola logo with the words "COCA-COLA" and "A Refreshing Beverage".

A black and white photograph of a man in a suit and tie, looking exhausted. He is yawning wide with his mouth open, showing his teeth, and has his hands raised in a stretch above his head. The background is dark and textured.

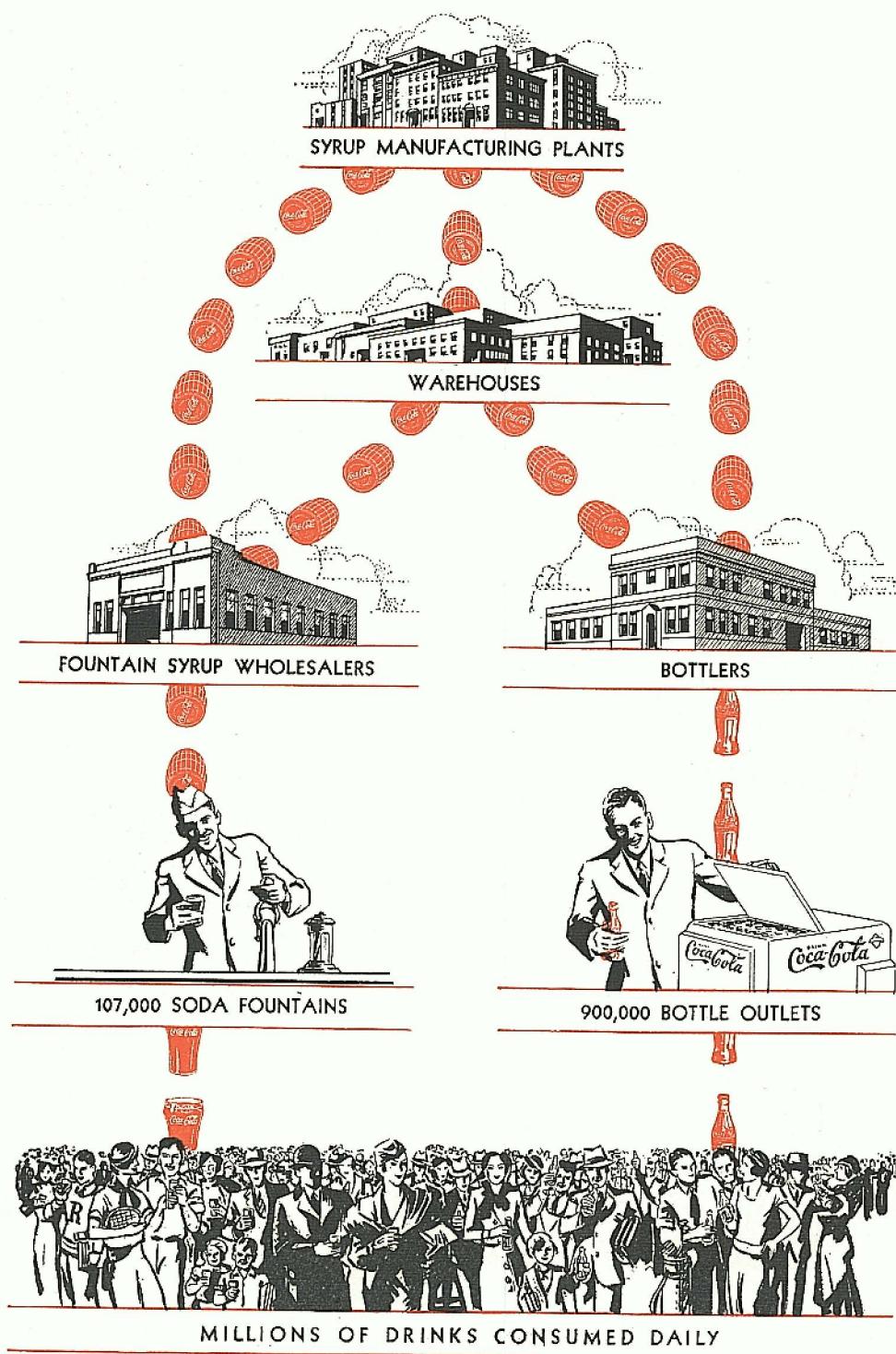
An old Coca-Cola advertisement. It features two men with weary expressions; one is yawning and the other is holding a can of Coca-Cola. The headline reads "AWAY with a TIRED THIRSTY FACE". Below it, a smaller text says "to normal, alert, thirsty face". A small dog is visible in the background. The overall tone is energetic and refreshing.

ind Poster g in 1933



U. S. Distribution System

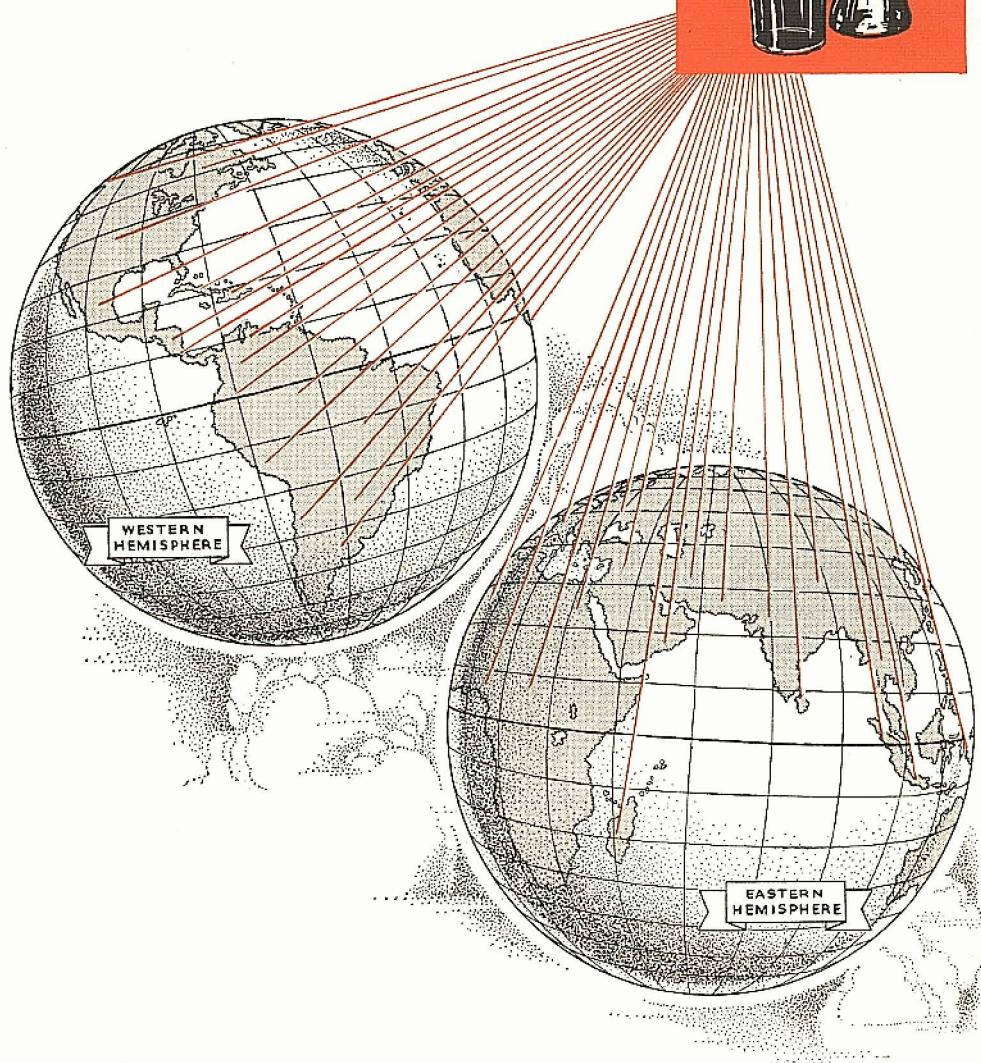
1933



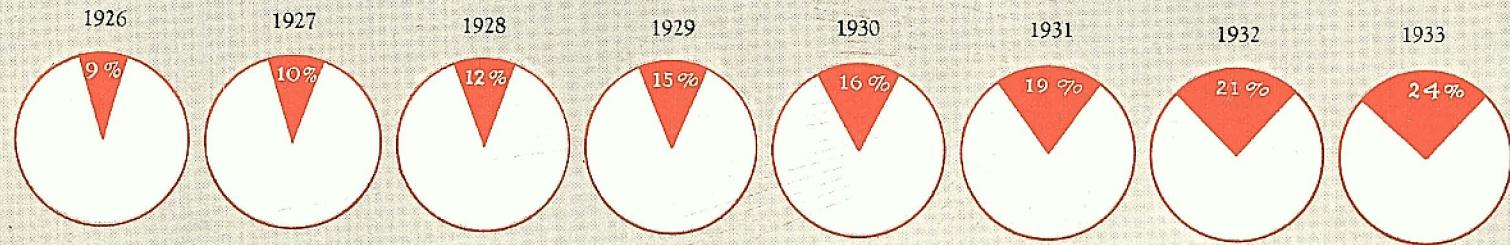
World-Wide Distribution

Coca-Cola

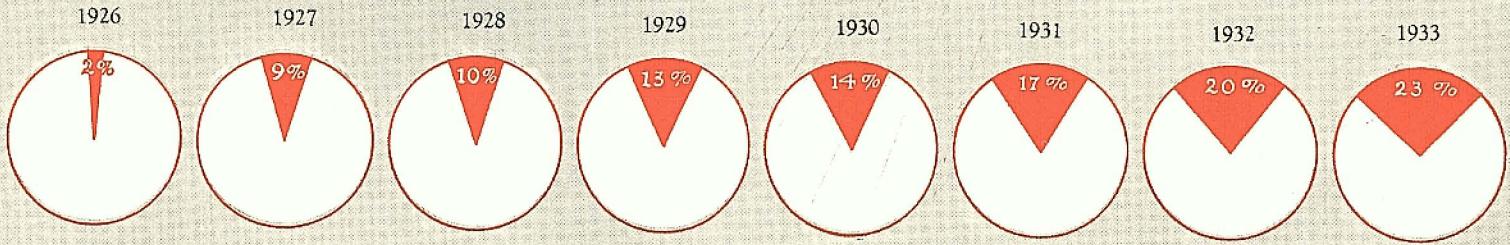
is Sold in the United States
and 76 Foreign Countries



Relation of Subsidiary Sales to Total Sales



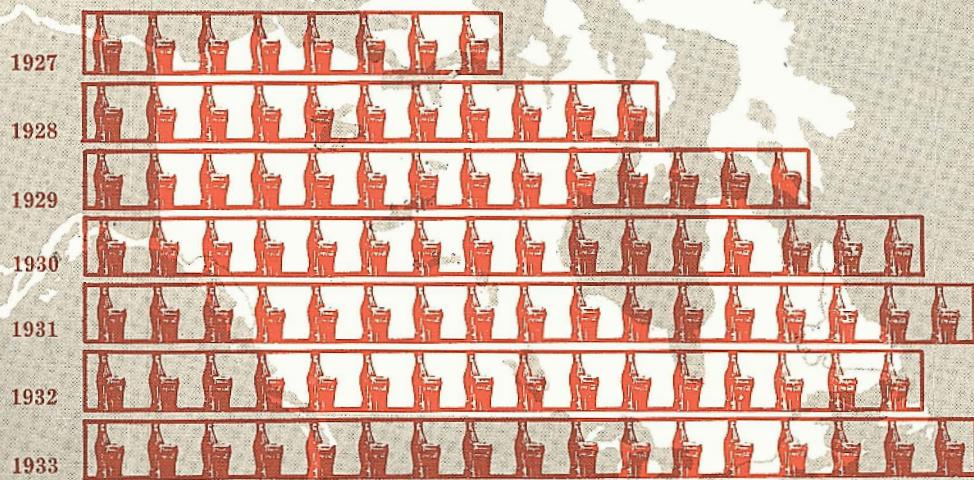
Relation of Subsidiary Profits to Total Profits



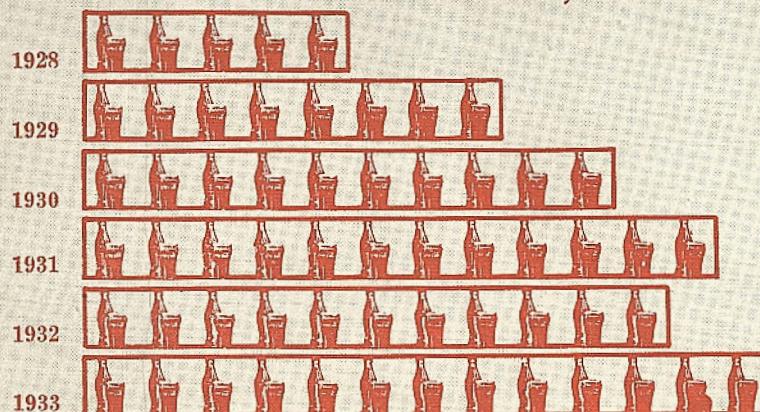
Export Sales



Canadian Sales



Other Subsidiary Sales



NOTE: The above charts only reflect trend of growth and are not comparable with each other.

EXECUTIVE OFFICERS AND DIRECTORS
of
THE COCA-COLA COMPANY

December 31st, 1933

W. C. BRADLEY	<i>Chairman Board Directors</i>
R. W. WOODRUFF	<i>President</i>
HARRISON JONES	<i>Executive Vice-President</i>
A. A. ACKLIN	<i>Vice-President</i>
W. P. HEATH	<i>Vice-President</i>
HAROLD HIRSCH	<i>Vice-President</i>
H. R. HORSEY	<i>Vice-President</i>
EUGENE KELLY	<i>Vice-President</i>
C. V. RAINWATER	<i>Vice-President</i>
JOHN A. SIBLEY	<i>Vice-President</i>
S. F. BOYKIN	<i>Secretary and Treasurer</i>
W. G. LAMB	<i>Assistant Secretary and Assistant Treasurer</i>
ROY S. JONES	<i>Assistant Secretary and Assistant Treasurer</i>
FRANK TROUTMAN	<i>Assistant Secretary and Assistant Treasurer</i>
J. C. WEEKLEY	<i>Assistant Secretary</i>

DIRECTORS

W. C. Bradley	Columbus, Ga.	J. P. Illges	Columbus, Ga.
J. B. Campbell	Atlanta, Ga.	T. Cartter Lupton	Chattanooga, Tenn.
Chas. H. Candler	Atlanta, Ga.	Winship Nunnally	Atlanta, Ga.
W. C. D'Arcy	St. Louis, Mo.	Chapman J. Root	Terre Haute, Ind.
Samuel C. Dobbs	Atlanta, Ga.	E. W. Stetson	New York, N. Y.
T. K. Glenn	Atlanta, Ga.	Walter C. Teagle	New York, N. Y.
Charles Hayden	New York, N. Y.	D. A. Turner	Columbus, Ga.
Harold Hirsch	Atlanta, Ga.	C. A. Wickersham	Atlanta, Ga.
Lindsey Hopkins	Atlanta, Ga.	Ernest Woodruff	Maidens, Va.
R. W. Woodruff	Atlanta, Ga.		

EXECUTIVE COMMITTEE

W. C. Bradley, Chairman	T. K. Glenn
J. B. Campbell	E. W. Stetson
Chas. H. Candler	Ernest Woodruff
W. C. D'Arcy	R. W. Woodruff

GENERAL COUNSEL

Harold Hirsch and Marion Smith, Atlanta, Ga.

ASSOCIATE GENERAL COUNSEL
Spalding, MacDougald & Sibley, Atlanta, Ga.

TRANSFER AGENTS

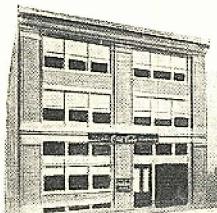
GUARANTY TRUST COMPANY
New York, N. Y.

TRUST COMPANY OF GEORGIA
Atlanta, Ga.

REGISTRARS

CHASE NATIONAL BANK
New York, N. Y.

THE FIRST NATIONAL BANK OF ATLANTA
Atlanta, Ga.



NEW YORK



ATLANTA



SANTIAGO



LOS ANGELES

Coca-Cola

Branch Offices and Manufacturing Plants

Atlanta Chicago Los Angeles New Orleans
Baltimore Dallas New York



DALLAS

Warehouses

Beaumont, Texas	Little Rock, Ark.	Pittsburgh, Pa.
Birmingham, Ala.	Memphis, Tenn.	Portland, Ore.
Boston, Mass.	Miami, Florida	Salt Lake City, U.
Corpus Christi, Tex.	Minneapolis, Minn.	San Antonio, Tex.
Denver, Colorado	Monroe, La.	Tampa, Fla.
Houston, Texas	Nashville, Tenn.	Tulsa, Okla.
Jacksonville, Fla.	Oklahoma City	Wichita, Kans.
Kansas City, Mo.	Philadelphia, Pa.	



NEW ORLEANS



TORONTO



MONTREAL

THE COCA-COLA COMPANY of CANADA, Ltd.

HEAD OFFICES—TORONTO

Branch Offices and Manufacturing Plants
Montreal Toronto Vancouver Winnipeg



WINNIPER



VANCOUVER

Bottling Plants			
Belleville	Montreal	Windsor	Quebec
Brandon	Hamilton	Ottawa	Regina
Calgary	Kingston	Peterboro	Saskatoon
Edmonton	London	Vancouver	Winnipeg
Toronto	Port Arthur		
	Niagara Falls, Ontario		

Havana

CUBA

Santiago



HAVANA



CHICAGO



BALTIMORE

PRINTED IN THE U. S.

